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Message Text

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62
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
---------- 086357
R 071535Z MAR 75
FM AMEMBASSY STOCKHOLM
TO USDOC WAYDC
INFO SECSTATE WASHDC 4099
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 1088

FOR BIC/OIM

EMBASSIES PASS CA'SAND AG OFFICES.

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: HOTEL & RESTAURANT SHOW. (HRI)

1. MR. DIETER SCHAFER OF ELECTROLUX FAILS TO UNDERSTAND THE MESSAGE THAT THEY HAVE DECIDED TO PARTICIPATE. THEIR DECISION IS IN THE OPPOSITE DIRECTION AND METRO'S EUROPEAN OFFICE HAS BEEN INFORMED.

2. OSTINDIA ROSTERIET WILL SIGN PA FOR BUNN-O-MATIC THIS WEEK.

3. PAUL LEDERHAUSEN REPRESENTING HENNY PENNY AND OHERS SHOWS INCREASED INTEREST. DECISION NEXT WEEK.

4. REFERENCE OUR USDOC 763 AND OIM 2839. A) MR. LINDEN-BAUM WILL MAN SEPARATE BOOTHS FOR FOOD AUTOMATION-SERVICE TECHNIQUES; BAKERS PRIDE; AND MCGRAW-EDISON. PE HAS REACHED AGREEMENTS OF FEES. STC HAS RECEIVED OIM PA'S FOR FOOD AUTOMATION AND BAKER'S PRIDE AND UNDERSTANDS THAT MCGRAW-EDISON WILL PROCESS DOCUMENTS AND PAY TO OIM.
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B) MR. LINDENBAUM REPORTS THAT UPON HISRECOMMENDATION

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H.D. SHELDON (FOR SEVERAL US MANUFACTURERS) AND SILITE,
INC. WILL BOTH ENTER SHOW THROUGH OIM.
C) MR. LINDENBAUM HAS RECOMMENDED KEATING OF CHICAGO
TO PARTICIPATE WITH GAS FRYERS AND XOD WARMERS. FOR
COMPETITIVE REASONS HE CANNOT SUPPORT THEIR ELECTRICT
LINE.
D) MR. LINDENBAUM DOES NOT REPRESENT
WALJAN PRODUCTS.
E) MR. LINDENBAUM REPORTS THAT CECIL WARE, L.I.,
NEW YORK (NOT EARPER MENTIONED) WILL ENTER SHOW
THROUGH OIM UPON HIS REOCMMENDATION.
F) MR LINDENBAUM IS CONSIDERING TO ENTER SHOW
LOCALLY FOR POSSIBLE ADDITIONAL PRINCIPALS. IF ANY
OF THE ABOVE COMPANIES WILL NOT COME THROUGHQITH THEIR
OWN PA'S THERE IS A POSSIBILITY TO ENTER THEM ON
LINDENBAUM'S LOCAL PA. THEREFORE, PLEASE KEEP STC
URGENTLY INFORMED OF DEVELOPMENTS IN EACH CASE.
STRAUSZ-HUPE

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